



Rockinghorse Keyboard FAQs

Below are some answers to some potential questions you may have about the keyboard.

1. How does Rockinghorse benefit from me installing this keyboard?

Firstly, every time you use the keyboard to buy something from the 40,000 businesses we are linked up to, then an average of 2.5% of everything you spend will be donated to Rockinghorse. At no extra cost to you or us. **It is free for you and it is free for us.** So, if you spend £100 on your weekly shop then whoever you buy it from will give us £2.50. Every time you shop.

Secondly, for us it is a great way to stay in touch with you. We will still send out emails and use social media to let you know what we are doing but the keyboard will allow us to communicate more consistently with you.

2. Why would I want to download this keyboard?

Downloading the keyboard app allows you to support our work financially without it costing you a single penny. Just by doing your shopping on your phone or tablet you will be funding our work as we are linked up to 40,000 different retailers. And each of them will give a percentage of whatever you spend directly to Rockinghorse. Just by using the keyboard to shop you will be helping us do more to help sick children every year.

It's also a great way to stay in touch with everything Rockinghorse is doing. We will keep you informed about the projects you help fund, new ways to support us and upcoming events. You will know as soon as we announce anything new, and the keyboard will allow you to easily stay in touch with us.

3. How do I benefit from it?

Just by doing your shopping you are providing money for Rockinghorse to carry on our vital work. At no cost to you and with no extra effort you are generating money for us from the shops you already buy things from. It's a great thing to do for us just by doing what you do already. We can really grow what we do if lots of people use the Rockinghorse keyboard on their phones or tablets.

The charity sector has really suffered over the last year. Our supporters are so generous, but the amount people can afford to give has diminished hugely this year because people's circumstances have changed so much due to the coronavirus pandemic.

As you know, virtually all our fundraising events have been cancelled in the last year and this has lost us over £250,000.

But everyone still needs to shop for groceries, presents and the things they need. This app allows people who want to contribute money to Rockinghorse to raise us funds at no extra cost to themselves just by doing their shopping using our keyboard.

4. What's the risk of installing this app?

There are no risks using the app. Businesses throughout America have been using the app for nearly four years.

No information about you is gathered. Your name, address, bank details will not be collected or known to anyone. We won't know who is using the app, but we will know how many people are and we will be able to report back to our supporters how much money they are generating between them.

5. Is this app trying to get me to spend money I cannot afford?

Not at all. We want this keyboard to be an enjoyable addition to your phone. It will never suggest a shopping opportunity unless you are looking for one. It won't try and take you shopping when you are texting friends or on Facebook for instance. It will not start sending you marketing or advertising.

The app has been designed to be fun, not to annoy you. Any time you help us from a purchase will be amazing. We will be so happy to have your support. Even if you don't buy things using your phone very often it will help us stay in touch with you. Knowing you love what we do as a charity is the most important thing to us. We don't want to do anything to stop that.

6. Once I download it can I get rid of it if I don't want it anymore?

Yes. Really easily. Just like any other app you might have on your phone; you can delete it if you choose. Hopefully you won't, but if you do want to it's easy to do.

7. Does the app record any of my personal details?

No information about you is captured by the keyboard. All your personal data is protected. The keyboard is 100% GDPR compliant and data safe.

We will never know who is using the keyboard because your name, address, bank details are never recorded. Shops you use online will probably have that information already if you have accounts with them, but nothing is captured by the keyboard and so can never be shared with us or anybody else.

We will know how many people have downloaded the keyboard and how much in total has been raised by all our supporters using it. This will allow us to report how successful the keyboard is for us, but we won't ever know who you are and what you have spent and bought.

The keyboard is clever enough to remember shops you like that you have visited before, but it won't know what you have bought when you were online.